

The AI visibility checklist for local businesses

23 checks that help ChatGPT, Perplexity and Google's AI recommend your business. Most take less than ten minutes. Tick them off as you go.

1 See where you stand

- ☐ Find out what AI says about you. Ask ChatGPT, Perplexity and Google's Gemini the questions your customers ask, several times each, or [get our free check](#) and we'll do it for you.

Do this first. It shows you which of the checks below matter most for your business. Answers change a lot between asks, so one try tells you very little.

2 Google Business Profile

- ☐ Claimed, verified, and **only one** profile for your business.
- ☐ The **most specific** primary category, plus secondary categories.
- ☐ Every service listed, with a short description.
- ☐ Your address, or the suburbs you actually cover.
- ☐ Hours correct, including **public holidays** and after-hours work.
- ☐ Attributes filled in, such as accessibility, outdoor seating or online quotes.
- ☐ Real, recent photos of your work, team and premises.

Google's AI leans on your profile more than anything else.

3 Listings everywhere else

- ☐ Search your business name and old phone numbers. Fix or remove wrong and duplicate listings.
- ☐ Claim **Bing Places** and **Apple Business Connect**, not just Google.
- ☐ List on the sites quoted for your industry, such as hipages or Word of Mouth for trades, or TripAdvisor and local guides for hospitality.
- ☐ The same name, address, phone and hours on all of them.

4 Your website

- ☐ Name, address and phone on every page, **exactly** as on Google.
- ☐ A page or section for each main service, naming the suburbs you serve.
- ☐ Licence numbers, accreditations, warranties and years in business, written as text.
- ☐ Menus, prices and service lists as text, not only as photos or PDFs.
- ☐ Answers to the questions customers ask, in their words.
- ☐ Search engines and AI crawlers **not blocked**. Ask your web developer if unsure.

In our Perth testing, ChatGPT quoted a business's own website in 81% of its answers.

5 Reviews

- ☐ Ask **every** customer for a review, with a direct link or QR code.
- ☐ Reply to every review, good and bad.
- ☐ Keep a steady flow. Assistants quote your rating and how many reviews you have.
- ☐ **Never** pay for reviews, write your own or only ask happy customers. It can breach Australian Consumer Law and Google's rules.

6 Keep it up

- ☐ Re-ask the same questions every month and track how often you're named.
- ☐ Update hours, services and photos whenever something changes.

Fixed details and reviews tend to show up first. New pages and listings build over months.

Rather have it done for you?

We check what AI assistants say about your business, fix what keeps you out and show you the change every month.

[Get a free check](#)